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Subject: Amerada Hess- SIGNATURE Introduction

All Retail Divisions With Amerada Hess Responsibility

Hess Co-Op (0353-02-00)  
Hess Mart (0353-03-00)

Ladies and Gentlemen:

By this time all Hess Corporate Locations should have received the following with regard to the SIGNATURE Introduction:

Hess Co-OP's:

1. Initial product distribution.
2. Cardboard temporary pack display (shipped with product distribution from supplier)
3. Temporary POS (large PPD card w/pack sticker) shipped from Hess Headquarters.
4. Large SIGNATURE "lock sign" to be placed by Hess.

Hess Mart:

1. Initial product distribution.
2. Temporary gravity feed floor display shipped directly to stores.
3. Temporary POS shipped from Hess Headquarters.
4. Large SIGNATURE "lock sign" to be placed by Hess.

Beginning August 1, SIGNATURE will be priced \$.10 per pack below the July pack price. This introductory price will remain in effect through August.

If any of your People find problems relating to product distribution, reordering, placement/maintenance of displays, etc. please communicate immediately to me at voice mail 43778.

SIGNATURE, properly introduced, represents an excellent opportunity to grow market share, and dominate the Savings Category in this chain.

As always, thank you for your excellent follow-through.

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